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Message Text

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PAGE 01 LISBON 00805 051352Z

46
ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W
---------- 119897
R 051242Z MAR 74
FM AMEMBASSY LISBON
TO USDOC WASHDC
INFO SECSTATE WASHDC 9220
AMCONSUL OPORTO
AMEMBASSY PARIS
AMEMBASSY MADRID
AMCONSUL BARCELONA

UNCLAS LISBON 0805

SUBJ: PORT AND INDUSTRIAL ZONE EQUIPMENT TRADE MISSION

REF: LISBON 243; LISBON 511

COMMERCE BIC/OIM - WILLIAM SUGG

1. TRADE MISSION (TM) OBJECTIVES IN PORTUGAL WERE FULLY ACHIEVED AND ALL TM MEMBERS WERE EXTREMELY SATISFIED WITH RESPONSE OF PORTUGUESE BUSINESS CONTACTS. EACH MEMBER FOUND HIGH DEGREE OF INTEREST IN PRODUCTS AND SERVICES AND ALL ARE PLEASED WITH THE MANY PROSPECTIVE AGENTS/DISTRIBUTORS AS WELL AS EXCELLENT PROSPECTS FOR SALES. THE LARGE NUMBER OF HIGH QUALITY APPOINTMENTS ARRANGED BY EMBASSY KEPT TM MEMBERS CONTINUALLY ENGAGED AND PROVIDED BETTER OPPORTUNITIES IN PORTUGAL THAN MOST MEMBERS HAD ANTICIPATED. SEVERAL MAJOR PORT AND INDUSTRIAL INFRASTRUCTURE PROJECTS OFFER IMMEDIATE AND FUTURE OPPORTUNITIES FOR TM MEMBERS.

2. PORTUGUESE BUSINESSMEN SEEMED PLEASED THAT U.S. FIRMS SHOWING INTEREST IN DEVEOLPMENTS HERE AND APPEARED TO BE RECEPTIVE TO U.S. PRODUCTS. LISBON PORT AUTHORITY GAVE INTERESTING AND INFORMATIVE TOUR OF PORT FOR TM MEMBERS AND SELECTED EMBASSY STAFF WHICH PROVIDED OPPORTUNITY FOR MEMBERS TO MAKE WORTHWHILE
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CONTACTS WITH HIGH LEVEL PORT OFFICIALS. LUNCH HOSTED BY PRESIDENT OF PORT AUTHORITY, ATTENDED BY AMBASSADOR,

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FOLLOWED VISIT AND AFFORDED TM MEMBERS WITH ADDITIONAL
PERSONAL CONTACTS.

3. EMBASSY HAS GIVEN EXCELLENT SUPPORT DURING TM AND
HAS OBVIOUSLY SPENT MUCH TIME AND EFFORT ON THE
PREPARATORY WORK WHICH MADE LISBON MISSION VISIT HIGHLY
SUCESSFUL. TM RECEIVED GOOD PRESS COVERAGE INCLUDING
TV COVERAGE OF RECEPTION HOSTED BY AMBASSADOR.
BUDGET OBLIGATIONS AGAINST COMMERCE S & E:
DIRECTORS SUITE - 320;
TELEPHONE - 25;
PRINTING - 215;
SUPPLIES - 60;
PHOTOGRAPHS - 70;
CONTRACT PERSONNEL - 420;
POSTAGE - 40;

TOTAL - 1150.
NONE WITHDRAWN.
DETAILED TM REPORT FOLLOWS UNDER COVER OF AIRGRAM.
SCOTT

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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